



Helping organizations excel in **Service Delivery** through Gen AI

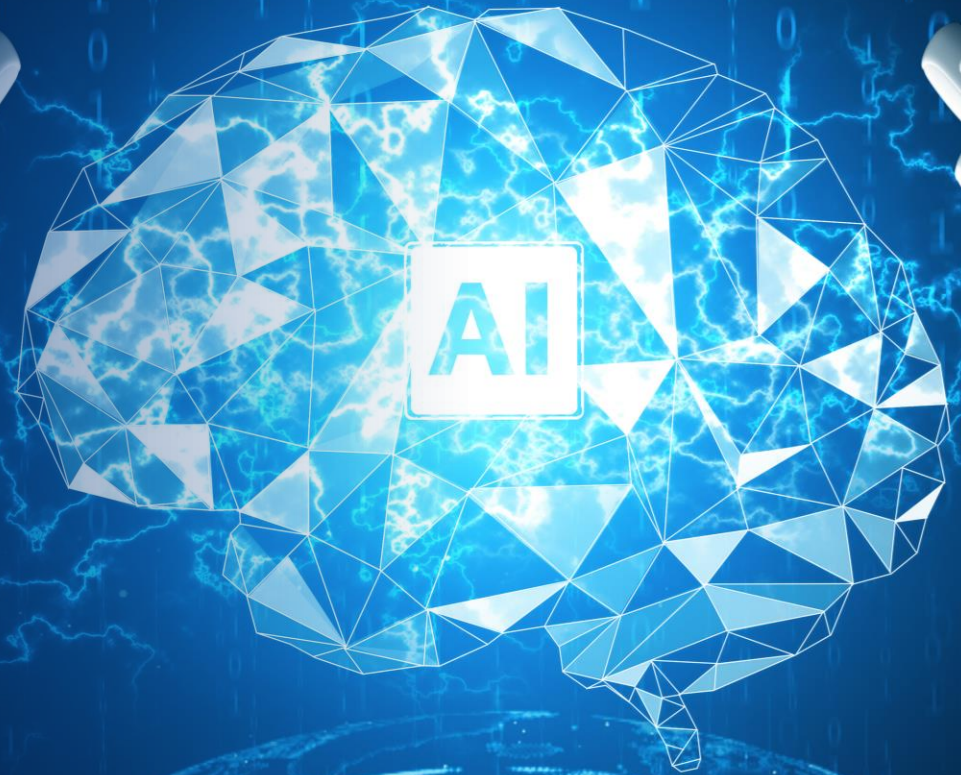
Customer Experiences





Unhappy customers
cost businesses **\$537**
trillion* each year!

DID YOU KNOW?



Challenges in Customer Service

Service Delivery excellence is a huge challenge for Enterprises

Support Center Challenges

REPETITIVE QUERIES

Service Reps are stretched and fatigued answering repetitive queries.

CONSISTENCY

Monitoring and ensuring consistency across reps is a challenge.

TRAINING

Training new workforce and staying up to date on new business processes.

ESCALATION

Continuous increase in wages and overhead.

Changing Customer Expectations

24/7 AVAILABILITY

The support center is expected to be available at the customer's call anytime.

ACCESS ACROSS MULTIPLE CHANNELS

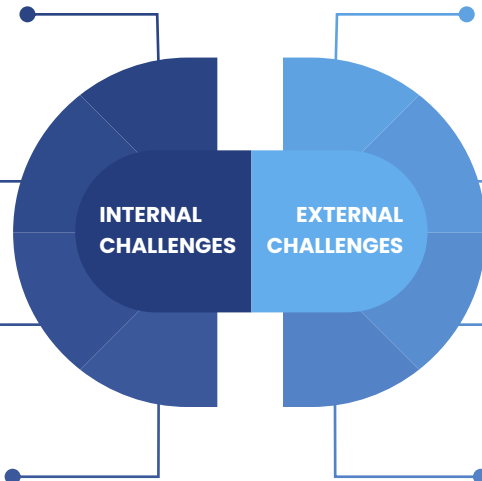
Expected to be at all the places the customer wants to get in touch.

TEXTING OVER VOICE AND MULTIMODALITY

Influence a users' perception of coaching chatbot's usability, performance and risk.

INSTANT AND PERSONALIZED RESPONSE

The support center is expected to provide instant and personalized solutions every time.



Min 2 mins

Max 85 mins

Average waiting time for a CS call is 12 mins*

MS research

Average churn rate in Telecom* in US is 20-31%*

paddle.com

Average cost of CS personnel per hr. in US is \$30-40*

idiomatic

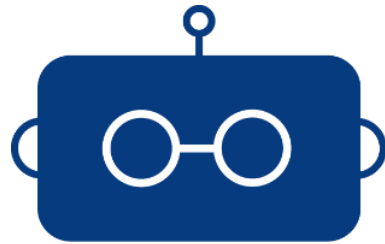


“ We're on the brink of an AI revolution, and chatbots are just the beginning of what's possible.”

Sundar Pichai

Your Enterprise AI Agent

A centralized repository of organizations processes and knowledgebases



AI Agent

Fine tuned to Brand and Policy guidelines, integrated with Enterprise Systems



SUPPORT CENTRE

- Reduced Training Overhead
- Faster Changes to Support Process
- Reduced Costs



CUSTOMER

- No Wait Times
- 24 X 7 Support
- Personalized Assistance

SmartBots AI is a **system of record** for organization's SOP's, FAQ's, documents, automation workflows to help enterprises excel in **Service Delivery**

Why AI agents in Customer Support?



24/7 Availability and Scalability: AI agents can provide instant support anytime, anywhere. This is particularly beneficial for businesses operating globally or wanting to offer extended support hours. They can handle a high volume of inquiries simultaneously, reducing wait times and improving customer satisfaction.



Reduced training overhead: AI Agents act as a centralized information hub, allowing agents to access the most up-to-date information quickly and easily. This eliminates the need for agents to spend time searching for information or relying on potentially outdated resources. Also, due to AI agents, faster changes to processes can be implemented easily.



Personalized responses: AI agents connect with CRM to understand customer journey and behavior. This allows them to tailor their response in a personalized manner. Advanced systems can converse with customers showing corresponding empathy and thereby enhancing the customer experience.



Faster Response Times: For frequently asked questions or basic troubleshooting steps, AI agents can provide quick and consistent answers, following defined scripts and knowledge bases. This can significantly improve response times compared to traditional methods relying solely on human agents.



Cost-Effectiveness: Compared to human agents requiring salary, training, and breaks, AI agents offer a more cost-effective solution. They can manage a high volume of inquiries without additional staffing needs, leading to significant cost savings in the long run.



Improved Efficiency: AI agents can automate repetitive tasks such as answering FAQs, collecting basic customer information, or directing users to relevant resources. This frees up human agents to focus on more complex issues requiring critical thinking and problem-solving skills, improving overall support efficiency.



Data Collection and Analysis: AI agents can collect valuable data from customer interactions, including frequently asked questions, areas of confusion, and sentiment analysis. This data can be used to improve the AI agent's knowledge base, identify areas for improvement in customer support processes, and personalize future interactions.

Economic Impact of AI in CS in close to **USD 400 billion**¹

40% functional spend in CS to be impacted by AI¹

53% CxOs believe AI agents will disrupt Customer Support²

46% CxOs believe competitors are using AI agents²

57% CxOs believe efficiencies and ROI will be improved through AI Agents²

About us...



SmartBots AI: Who we are ...

Proven track record of technical expertise & delivery



6 Years of research in Dialogue and Conversation management technology



AI Team

- ~ 40-member technical and delivery team with AI experience
- 50-member strong organization



Close to Customer and Talent

- Dallas TX - HQ
- SFO, NYC - Sales and Customer Engagement
- Hyderabad India - Development Center



AWS Conversational AI Competency Partner

The AWS Competency Program identifies and validates partners with demonstrated technical expertise.



Backed by a Strategic Investor

Incubated and supported by a ~500+ people strong, IT Services company with deep experience delivering enterprise IT services and solutions to US customers



Proven Solutions Delivered to Customers





PARTNER
Conversational AI
Services
Competency

SmartBots AI is a
**Validated Conversational
AI Competency Partner**

Multiple Use cases for Amazon Lex

RETAIL

Amazon Lex for Retail

Deliver personalized conversational experiences across a range of customer touchpoints

Get Started with Amazon Lex for Retail

Use cases

Account services
Build relationship with customers by delivering contextual and personalized interactions on a channel of their choice. With the pre-built bots, you can automate account management processes such as modifying contact details, adding payment method, resetting account password, and updating shipping preferences. Amazon Lex helps you streamline customer communication, provide timely support, and create engaging experiences to increase brand loyalty.

Order management
Consumers are adopting a digital-first experience for product discovery, purchase, and fulfillment. Use the pre-built bots to run common order management activities such as providing inventory details, modifying orders, and managing returns. Use automated voice or chat interactions. Building an AWS empowers you to modernize customer lifecycle management, adapt to rapidly changing customer behaviors and expectations, and drive business growth.

Ships
A retail growing bot to track and modify damage and upsize customers.

Loyalty programs
Customer purchase analytics and real-time interaction are transforming loyalty programs. You can easily enable natural conversations with the pre-built bots for use cases such as checking loyalty points balance, providing program information, managing discounts, and redeeming rewards. Amazon Lex can facilitate effective customer service automation so you can drive repeat business, reduce churn, and increase customer lifetime value.

Customers

Partners

FINANCIAL

Amazon Lex for Financial Services

Quickly deploy sophisticated conversational experiences on secure infrastructure

Get Started with Amazon Lex for Financial Services

Amazon Lex Automated Chatbot Designer (Preview)
Design chatbots with existing conversational transcripts in hours.

Use cases

Account services
Strengthen customer relationships with banking customers by delivering contextual and personalized interactions on a channel of their choice. With Amazon Lex, you can automate account management processes such as reviewing account balance, updating account information, transferring funds, resetting account password, and answering FAQs. You can streamline the authentication and verification flows in the conversation and transform the service experience through the value chain, working backwards from the customer.

Credit card services
Consumers are adopting a digital-first experience, which has increased the need for one-channel engagement and personalization. Use Amazon Lex to run common cardholder activities such as activating card, making payments, disputing transactions, checking credit scores, and reporting lost/stolen card lines. Automate voice or chat interactions, building on AWS empowers you to modernize infrastructure, meet rapidly changing customer behaviors and expectations, and drive business growth.

Trading and investment
Capital Markets firms want to provide differentiated service by personalizing recommendations in real time. Use Amazon Lex to automate routine tasks such as checking account positions or getting quotes to reduce operational overhead. Improve service and support across voice and chat channels to deliver timely help and execute fund transfers. Accelerate innovation, scale with confidence, and add agility to your business by quickly delivering richer conversational experiences.

Customers

Partners

INSURANCE

Amazon Lex for Insurance

Accelerate delivery of engaging conversational experiences for increased customer satisfaction

Get Started with Amazon Lex for Insurance

Use cases

Policy management
Improve the service experience for policy holders as well as insurance agents. With Amazon Lex, you can improve policy holder experience by automating processes such as reviewing policy details, updating account information, and reporting vehicle operations. For the insurance agent, the pre-built bots can simplify the onboarding experience, billing support, and lead generation. A richer and faster service improves policy holder satisfaction and allows agents to focus on building deeper relationships.

Claims processing
Insurance companies need to provide a quick turnaround on settling claims. Use Amazon Lex to expedite claim status updates and document collection. You can benefit from integration with other AWS machine learning services to improve workflow such as document processing for increased efficiency. With a completely automated end-to-end solution, you can accelerate the claims experience and attract new policy holders.

Auto insurance
Insurance is using technology to simplify how customers purchase auto insurance and interact with the agency. With Amazon Lex, you can automate common auto policy holder activities such as providing policy quotes, managing accounts, and comparing quotes. Delivering a seamless experience allows you to modernize your solutions, meet rapidly changing customer behaviors and expectations, and drive business growth.

Life insurance
Consumers are demanding a customized and flexible solution as life insurance companies focus on growth. With Amazon Lex, you can provide personalized experience by augmenting the conversation with wellness and health care suggestions. The pre-built bots can be used to support conversations for requests such as beneficiary updates, claim initiation, benefits query, and account management. Streamline car use Amazon Lex as they adopt a hybrid interactive customer service model focused on providing continuous value to achieve differentiation.

Customers

Partners

TELECOM

Amazon Lex for Telecom

Enable natural conversational experiences on a secure and scalable infrastructure

Get Started with Amazon Lex for Telecom

Use cases

Account management
Increase customer satisfaction by delivering an improved customer service across a range of customer touchpoints. With Amazon Lex, you can automate account management processes such as reviewing usage summary, making a payment, providing plan information, and upgrading service. You can easily authenticate and verify customers, provide information on a channel of their choice, and seamlessly manage issues across contacts to transform the service experience.

Mobile
Rapidly evolving network technology and device innovations are shaping mobile subscriber expectations. Use the pre-built bots to offer personalized experiences for mobile subscriber activities such as activating a SIM card, adding a phone line, purchasing prepaid cards, requesting a service change, or reporting a lost phone device. Building an AWS empowers you to drive maximum efficiency, flexibility, and customer satisfaction on a scalable, optimized cloud infrastructure.

Business solutions
Businesses are pursuing digital transformation to improve services and processes, increase collaboration, and drive productivity. Whether employees are in a physical office or working remotely, the pre-built bots can be used to support communications for service requests related to self-service provisioning, virtual meeting setup, collaboration applications configuration, and device troubleshooting. Organizations can use Amazon Lex as they adopt a more interactive customer service model to achieve differentiation.

TV
Competitors are focusing on delivering efficient and affordable customer service with a minimum delay. Use the pre-built bots to automate tasks such as checking equipment delivery status, requesting a technician visit, or resolving a trouble ticket. You can manage contact across channels so customers don't have to start over if they switch channels. Deliver sophisticated experiences to digitally savvy, always connected customers and reduce churn.

Customers

Partners

TRAVEL

Amazon Lex for Travel

Expedite delivery of seamless connected experiences to transform customer service

Get Started with Amazon Lex for Travel

Use cases

Airlines
Amazon Lex enables you to deliver a customer-centric experience that gives your passengers a choice on how they engage. The pre-built bots can be used to provide efficient and engaging service by automating processes such as making and managing reservations, modifying flight preferences, tracking baggage, and answering pre-flight queries. A faster and richer omnichannel experience improves customer satisfaction and allows you to increase the lifetime value and drive brand loyalty.

Hotels
Customers expect a personalized service across the different touch points including before and after the stay. With the pre-built bots, you can customize responses based on the guest profile as you help them with managing hotel bookings, understanding property amenities, planning their stay, or ordering in-room service. Amazon Lex enables delivery of a fast, consistent, and personalized guest experience so you can delight your customers.

Car rentals
Companies are focusing on a mobile-first strategy as customers seek convenience every time they rent a vehicle. The pre-built bots can help expedite rental reservations, streamline roadside support, and answer billing inquiries. You can benefit from integration with other AWS machine learning services to improve workflow such as contract processing for increased efficiency. With a completely automated end-to-end solution, you can simplify the rental experience and attract new customers.

Short-term rental properties
Amazon Lex can help you improve the experience for guests as well as property owners. With the pre-built bots, you can automate booking process, facilitate check-in, streamline housekeeping communication, and manage payments for the property owner; the pre-built bots can help with the onboarding experience, managing listings, and restocking household goods. Short term rental companies and partners can use Amazon Lex as they adopt a more interactive customer service model to achieve differentiation.

Online travel agencies
Travelers are seeking tailor-made experiences as they research, plan, and book their trip. With Amazon Lex, you can provide customized conversational experience by incorporating recommendations for package deals and vacation bundles. The pre-built bots can be used on chat as well as voice modalities to answer questions related to checking itinerary availability, understanding hotel amenities, and identifying reward points. You can facilitate effective conversations with better engagement and lower resolution time, resulting in higher customer satisfaction.

Customers

Partners

Co-authored blogs

[AWS Machine Learning Blog](#)

Build conversational experiences for auto insurance using Amazon Lex

by Sandeep Srinivasan and Harish Lanka | on 29 OCT 2021 | in [Amazon Lex](#), [Artificial Intelligence](#) | [Permalink](#) | [Comments](#) | [Share](#)

Auto insurance companies are focusing on digital innovations to meet customer needs. Digital-first engagements provide tailored coverage, transparent information, and seamless experiences. The shift to virtual channels for customer service that occurred during the pandemic is unlikely to revert to traditional channels for many customers. The change in consumer behavior continues to accelerate due to a growing population of tech-savvy customers who want to interact with businesses online. Throughout the lifecycle, customers expect a quick turnaround as they evaluate policy options (pre-purchase), make a premium payment (purchase), or report a claim (post-purchase). A faster and personalized service improves policy holder satisfaction and allows insurance agents to focus on building deeper relationships.

In this post, we review how you can use a pre-built solution with [Amazon Lex](#) to enable rich, customized interactions so insurers can provide faster handling of payments processing, claims reports, policy updates, and policy quotes.

Solution overview

Amazon Lex provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text, to enable you to build applications with highly engaging user experiences and lifelike conversational interactions. [Amazon Lex for Insurance](#) offers pre-built solutions so you can enable more conversational experiences, faster. The pre-built bots are configured with intents, sample utterances, and slot types for credit card use cases and are integrated with [Amazon Connect](#) contact flows.

About the Author



Sandeep Srinivasan is a Product Manager on the Amazon Lex team. As a keen observer of human behavior, he is passionate about customer experience. He spends his waking hours at the intersection of people, technology, and the future.



Harish Lanka is a Conversational AI Specialist on the [Smartbots.ai](#) team. He spends his time talking to businesses, understanding their pain points and designing solutions using conversational AI. When he is not at his desk, he is either trading stocks, watching football or reading about spirituality.

[AWS Machine Learning Blog](#)

Automate the customer service experience for flight reservations using Amazon Lex

by Jaya Prakash Kommu and Sandeep Srinivasan | on 29 OCT 2021 | in [Amazon Lex](#), [Artificial Intelligence](#) | [Permalink](#) | [Comments](#) | [Share](#)

As air travel starts to pick up in many parts of the world, digitization continues to transform the aviation industry. Airlines are working to reduce the number of touchpoints at the airport. Best practices have been implemented to minimize the number of physical interactions between employees and travelers. As a result, customer service is undergoing an accelerated transformation as airlines strive to provide a smooth and seamless experience. Customers contact airline customer service for several reasons, such as making a reservation, querying flight status, tracking baggage, or managing frequent flyer membership. Airlines want to deliver a customer-centric experience that gives passengers a choice on how they engage to ensure high customer satisfaction.

In this post, we review how you can use the pre-built solutions in [Amazon Lex](#) to automate the airline customer service experience for flight reservations and deliver a faster, more connected, omnichannel experience.

Solution overview

Amazon Lex provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text. This enables you to build applications with highly engaging user experiences and lifelike conversational interactions. [Amazon Lex for Travel](#) offers pre-built solutions so you can quickly enable conversational experiences for airline customers and increase customer satisfaction. The pre-built bots are configured with intents, sample utterances, and slot types for airline services use cases, and are integrated with [Amazon Connect](#) contact flows.

About the Authors



Jaya Prakash Kommu is a Technology Lead on the Smartbots.ai team. He manages a passionate team of AI engineers building next generation conversational AI interfaces. When not architecting bots, JP enjoys playing football.



Sandeep Srinivasan is a Product Manager on the Amazon Lex team. As a keen observer of human behavior, he is passionate about customer experience. He spends his waking hours at the intersection of people, technology, and the future.

[AWS Machine Learning Blog](#)

Build conversational experiences for retail order management using Amazon Lex

by Jaya Prakash Kommu and Sandeep Srinivasan | on 29 OCT 2021 | in [Amazon Lex](#), [Artificial Intelligence](#) | [Permalink](#) | [Comments](#) | [Share](#)

Retailers want to stay engaged with their customers as they move seamlessly between digital channels and physical storefronts. By delivering personalized and consistent experiences across a range of retail touchpoints, companies can drive brand loyalty. Customers contact retailers' customer support for reasons such as checking order status, updating shipping preferences, redeeming loyalty points, managing refunds, and finding a physical store. Product recommendations during these interactions are important towards optimizing operations and increasing conversions. Contextual and customized conversations help build relationships with customers and drive repeat business, reduce churn, and increase customer lifetime value.

In this post, we review how you can use a pre-built solution with Amazon Lex to deliver rich customer service experiences for order management, such as getting order status, tracking a package, and canceling or modifying an order.

Solution overview

Amazon Lex provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text, to enable you to build applications with highly engaging user experiences and lifelike conversational interactions. Amazon Lex for retail offers pre-built solutions that help you enhance brand loyalty on an omnichannel customer journey. The pre-built bots are configured with intents, sample utterances, and slot types for retail order management use cases and are integrated with [Amazon Connect](#) contact flows.

[AWS Machine Learning Blog](#)

Deliver natural and efficient customer service experiences to mobile subscribers with Amazon Lex

by Jaya Prakash Kommu and Sandeep Srinivasan | on 29 OCT 2021 | in [Amazon Lex](#), [Artificial Intelligence](#) | [Permalink](#) | [Comments](#) | [Share](#)

Mobile service providers manage a high volume of customer service calls daily. Rapidly evolving network technology and device innovations are shaping customer expectations. Delighting callers with a quick interaction is core to a successful customer experience strategy. Mobile subscribers contact customer support for several reasons such as requesting a new SIM card, changing a plan, checking payment due, canceling service, requesting a new connection, or activating a phone. To meet these subscriber needs, providers have to scale customer service across multiple channels while improving the efficiency and quality of communication through automation.

In this post, we review how you can use the pre-built solutions in with Amazon Lex to automate the customer interaction for activating a SIM, making a payment, and reporting a lost or stolen device, so you can deliver a natural and efficient customer experience.

Solution overview

[Amazon Lex](#) provides the advanced deep learning functionalities of automatic speech recognition (ASR) for converting speech to text, and natural language understanding (NLU) to recognize the intent of the text, to enable you to build applications with highly engaging user experiences and lifelike conversational interactions. Amazon Lex for telecom offers pre-built solutions so you can deliver natural conversational experiences, while optimizing service delivery models and making new communication and media technology accessible to customers. The pre-built bots are configured with intents, sample utterances, and slot types for mobile services use cases and are integrated with [Amazon Connect](#) contact flows.

What Drives Us?

OUR MISSION

Our mission is to provide tools that fundamentally transform human interactions with enterprises by combining advanced AI technologies with enterprise specific technologies.

What is so smart about our offerings...

Eliminating the “middle-men”, we generate conversations directly between your customer or employee and your brand. Ensuring personalized and seamless conversations every time the target audience engages with the enterprise.

Our solutions simplify Service Delivery



CUSTOMER EXPERIENCE

Humanize and expedite customer interactions with your brand



Documents and FAQ



Enterprise systems

Omni Channel



Full Containment

Partial Containment

Triage



EMPLOYEE EXPERIENCE

Enrich and elevate employee experience



IT Helpdesk



HR & Compliance



Supply Chain & BI



Sales Assistant AI



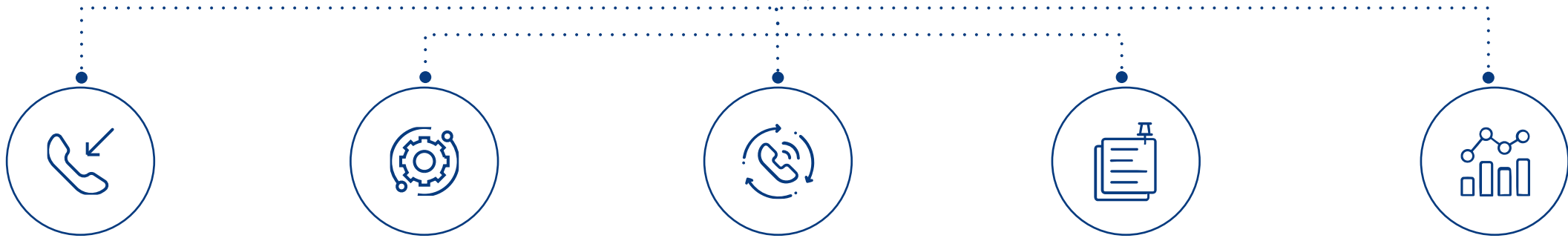
Operations



Field Service

What do have on offer...

The smart difference efficiently addressing key Customer pain points



RECEIVE CALL

Accept, Greet, request capture, Classification

AUTO RESOLVE

Resolve configured processes instantly without human intervention

CALL ROUTING

Transfer to the right Live Agent based on customer inquiries.

POST CALL ACTION

Automatic Ticket creation with Call summary, Email Notification Post-call.

INSIGHTS

Track CSAT,NPS, First Call Resolution Rate, AHT, most active times, customer interests and more

24/7 AVAILABILITY

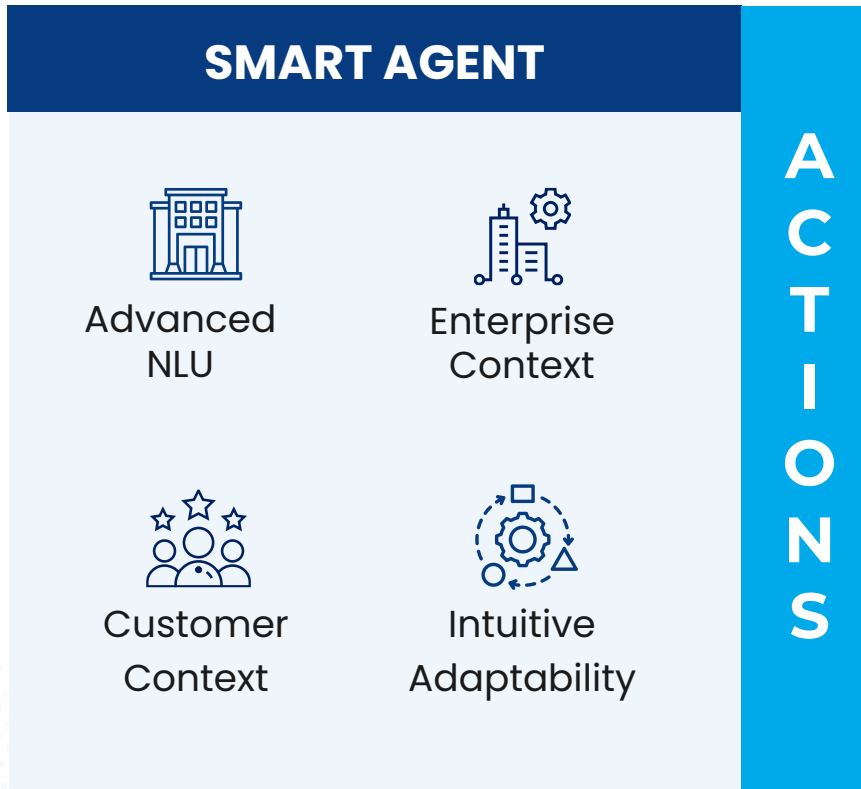
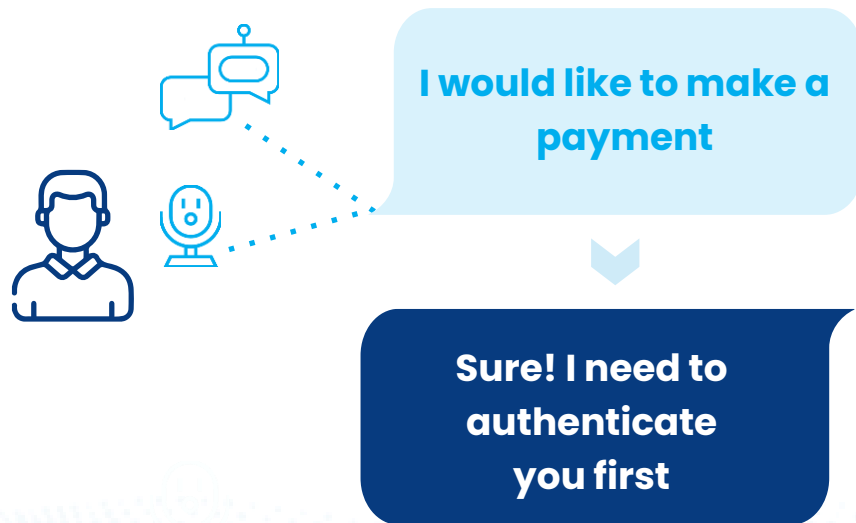
PERSONALISED AND INSTANT RESOLUTION

SEAMLESS INTEGRATION

REDUCED HUMAN ERRORS

DATA DRIVEN DECISIONS

AI Agent in Action



ENTERPRISE KNOWLEDGE SOURCES:

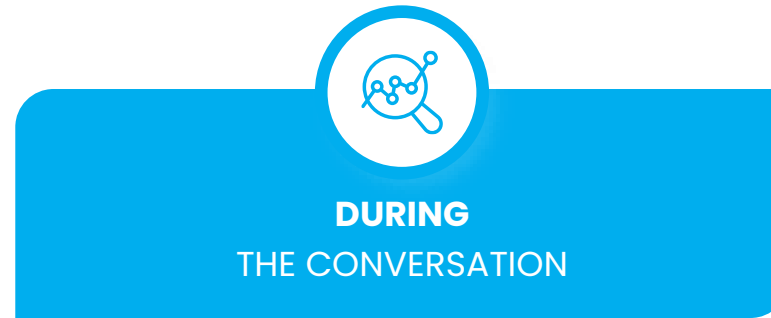


An illustration of how easy the consumer journey is with SmartBots AI..



Segment and Classify

1. Treat each customer cluster uniquely on factors such as demographics
2. Select the right approach, persona, and parameters for each segment



Listen and Analyze

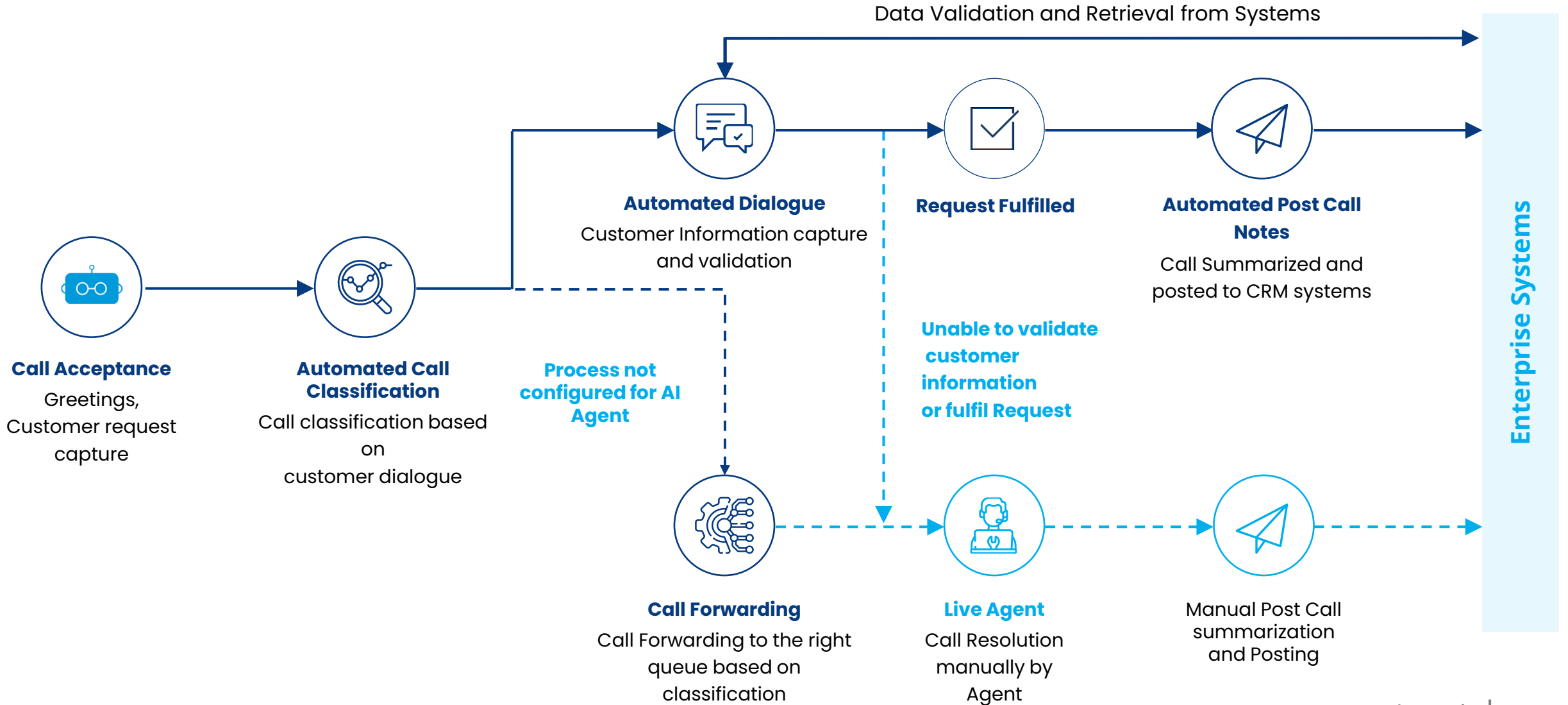
3. Apply active analysis to interpret intent, sentiment and behavior
4. Respond and Negotiate: Adapt approach and persona in real-time based on insights generated from the conversation & analytical models



Report, Learn and Improve

5. Create a recursive loop for self-improvement. Provide insights for supervised learning.

Customer Journey with SmartBots AI



Key Enterprise Features



Key Enterprise Features



MULTI-TURN CONVERSATIONS

Ability to handle complex conversations

- Conversation like a human with multi-turn capabilities
- Contextual and Guided Conversations
- Configurable Fallback and Feedback mechanisms



RICH DATA PRESENTATION

Engaging conversational experience with images, videos, menu cards and more

- Rich Messaging
- Cards, Carousel, Lists, Forms etc.
- Images, Videos, Links and Files



LIVE AGENT TRANSFER

Transfer to a live agent for queries that need special attention

- Seamless transfer to live agent
- Context and full conversation transfer
- Transfer back for feedback and further conversation



LANGUAGE SUPPORT

English and major languages as supported by 3rd-party NLUs

- Build and train once for multi-language support

And we seamlessly integrate with the outside...



ENTERPRISE CONNECT

Integration with enterprise backend systems like CRM, ERP, ticketing, database, EMR, & more.

servicenow

SAP CRM

ORACLE
NETSUITE

zendesk

salesforce



IVR CONNECT

Integrate with existing or new contact center technologies and deploy IVR VAs.

AVAYA

Five9

Amazon
Connect

GENESYS

talkdesk



OMNICHANNEL SUPPORT

Deliver a consistent experience across channels with custom UI and messaging per channel



SECURE AND COMPLIANT

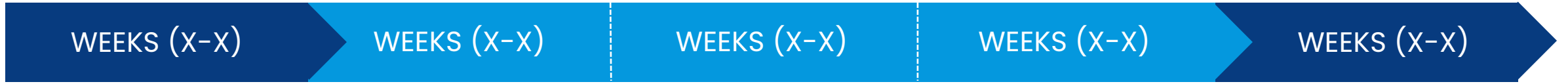
Highly secure and compliant to meet strict and latest security standards and policy guidelines

ISO 27001
INTERCERT

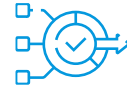
PCI DSS
COMPLIANT

AICPA
SOC
SOC 2
TYPE II
CERTIFIED

How can you start?



DISCOVERY



ACTION



VALUE



Define Objectives and Target Audience

- Understanding of business landscape
- Analyze needs
- Who will use it?



Design

- Digital diagnosis
- Understanding of inhouse resources and tools
- Data availability



Development

- Infrastructure
- Proof of concept
- Test
- Iteration



Testing

- Requirement Analysis
- Test planning
- Execution
- Documentation



Deployment

- Deployment
- Launch
- Analyze and feedback
- Optimization

SmartBots AI Agent Impact

Impact on Support Center KPI's

Up to 80%
**1st Call Resolution
Rate**

Up to 40%
**Cost Reduction per
average call**

Up to 60%
**Call deflection reducing inbound
calls to Support Center**

Up to 2 min
**Reduction in average
handling time**





Up to 40%
**Reduction in
misrouted calls**

Up to 30%
**Improvement in agent's
efficiency**

Ensuring personalized and seamless conversations every time the customer engages with the enterprise.

ROI with SmartBots AI

Illustrative Example of Proven ROI

Objective	Without SmartBots	With SmartBots	Business Value
Reduce Average Handling Time (AHT)	6 Minutes	Automated	 90% Expense Reduction per customer contact
Reduce Average Speed of Answer (ASA)	120 Seconds	0 Seconds	 XX FTE Capacity savings annualized
Convert 40% of inbound call volume to automated agent / chatbot	0%	Automated	 \$\$\$ Projected annual savings
Increase Satisfaction (NPS)	7	10	 40% Increase in NPS

Reduction in Indirect costs, reduced human errors and flexibility to rapidly change support processes help organizations save costs and increase sales.

**This is where playing
smart helps!**

Presenting

SmartBots AI

we simplify life!

